



WTIC-TV

## ORDER

Print Date 10/24/12

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Flight Dates 10/30/12-11/06/12

Contract / Revision 401403 /

Original Date / Revision  
10/24/12 10/24/12

Advertiser Senate Majority PAC

Agency Waterfront Strategies

Buying Contact

3050 K St NW  
Suite 100  
Washington, DC 20007Primary Account Executive  
Jordan Johannessen

| Account Executive  | Order% | Start Date | End Date |
|--------------------|--------|------------|----------|
| Jordan Johannessen | 100%   |            |          |

Product  
SENATE MAJORITY PAC

Agency Com 15%

Billing Contact  
3050 K St NW  
Suite 100  
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 2181

Alt Order # 06394681

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 02

Advertiser Ref

Order Share 14% Market Value 244821

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| 2WCCT             | 1%         | 2448   |
| 3WFSB             | 24%        | 58757  |
| 4WVIT             | 15%        | 36723  |
| 5WTNH             | 46%        | 112617 |
| 6WCTX             | %          | 0      |
| 7CABL             | %          | 0      |

## Order Totals

## Billing Plan

| Month         | # of Spots | Net Amount  | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|---------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| November 2012 | 37         | \$29,133.75 | \$34,275.00  | 0.00   | 10/29/12   | 11/05/12 | 37      | \$29,133.75 | \$34,275.00  |
| Totals        | 37         | \$29,133.75 | \$34,275.00  | 0.00   |            |          |         |             |              |

| Ln  | Ch | Start             | End             | Inventory Code                 | Break | Start/End Time                   | Days       | Len         | Spots | Rate          | Pri | Rtg  | Type | Totals<br>Spots Amount |            |
|-----|----|-------------------|-----------------|--------------------------------|-------|----------------------------------|------------|-------------|-------|---------------|-----|------|------|------------------------|------------|
| E 1 | 61 | 10/30/12          | 11/02/12        | M-F 1p-2p<br>M-F 1p-2p         | CM    | 1p-2p                            | - TWTF - - | :30         | 4     | \$200.00      | 02  | 0.00 | NM   | 4                      | \$800.00   |
|     |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u>                |            | <u>Rate</u> |       | <u>Rating</u> |     |      |      |                        |            |
|     |    | Week: 10/29/12    | 11/04/12        | - TWTF - -                     |       | 4                                |            | \$200.00    |       | 0.00          |     |      |      |                        |            |
| E 2 | 61 | 10/30/12          | 11/02/12        | M-F News at Ten<br>News at Ten | CM    | 10p-1030p<br>(10:00 PM-10:30 PM) | - TWTF - - | :30         | 4     | \$1,800.00    | 02  | 0.00 | NM   | 4                      | \$7,200.00 |
|     |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u>                |            | <u>Rate</u> |       | <u>Rating</u> |     |      |      |                        |            |
|     |    | Week: 10/29/12    | 11/04/12        | - TWTF - -                     |       | 4                                |            | \$1,800.00  |       | 0.00          |     |      |      |                        |            |
| E 3 | 61 | 10/30/12          | 11/02/12        | M-F 12p-1p<br>M-F 12p-1p       | CM    | 12p-1p                           | - TWTF - - | :30         | 4     | \$200.00      | 02  | 0.00 | NM   | 4                      | \$800.00   |
|     |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u>                |            | <u>Rate</u> |       | <u>Rating</u> |     |      |      |                        |            |
|     |    | Week: 10/29/12    | 11/04/12        | - TWTF - -                     |       | 4                                |            | \$200.00    |       | 0.00          |     |      |      |                        |            |
| E 4 | 61 | 10/30/12          | 11/02/12        | M-F 3p-4p<br>M-F 3p-4p         | CM    | 3p-4p                            | - TWTF - - | :30         | 4     | \$300.00      | 02  | 0.00 | NM   | 4                      | \$1,200.00 |
|     |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u>                |            | <u>Rate</u> |       | <u>Rating</u> |     |      |      |                        |            |
|     |    | Week: 10/29/12    | 11/04/12        | - TWTF - -                     |       | 4                                |            | \$300.00    |       | 0.00          |     |      |      |                        |            |
| E 5 | 61 | 10/30/12          | 11/02/12        |                                | CM    | 4p-5p                            | - TWTF - - | :30         | 1     | \$425.00      | 02  | 0.00 | NM   | 1                      | \$425.00   |



WTIC-TV

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Contract / Revision **401403** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser **Senate Majority PAC**Product **SENATE MAJORITY PAC**Estimate # **2181**

| Ln   | Ch | Start             | End             | Inventory Code  | Break | Start/End Time | Days          | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |            |
|------|----|-------------------|-----------------|---|-------|----------------|---------------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
|      |    |                   |                 |   |       |                |               |     |                   |             |     |               |      | Spots  | Amount     |
|      |    |                   |                 | M-F 4p-5pm<br>M-F 4p-5pm                              |       |                |               |     |                   |             |     |               |      |        |            |
|      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                |               |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |    | Week: 10/29/12    | 11/04/12        | - TWTF - -  |       |                |               |     | 1                 | \$425.00    |     | 0.00          |      |        |            |
| E 6  | 61 | 10/30/12          | 11/02/12        | M-F 6p-630p<br>M-F 6p-630p                            | CM    | 6p-630p        | - TWTF - -    | :30 | 4                 | \$650.00    | 02  | 0.00          | NM   | 4      | \$2,600.00 |
|      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                |               |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |    | Week: 10/29/12    | 11/04/12        | - TWTF - -  |       |                |               |     | 4                 | \$650.00    |     | 0.00          |      |        |            |
| E 7  | 61 | 10/30/12          | 11/02/12        | M-F 7p-730p<br>M-F 7p-730p                            | CM    | 7p-730p        | - TWTF - -    | :30 | 1                 | \$1,000.00  | 02  | 0.00          | NM   | 1      | \$1,000.00 |
|      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                |               |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |    | Week: 10/29/12    | 11/04/12        | - TWTF - -  |       |                |               |     | 1                 | \$1,000.00  |     | 0.00          |      |        |            |
| E 8  | 61 | 10/30/12          | 11/02/12        | M-F 7a-8a<br>M-F 7a-8a                                | CM    | 7a-8a          | - TWTF - -    | :30 | 4                 | \$400.00    | 02  | 0.00          | NM   | 4      | \$1,600.00 |
|      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                |               |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |    | Week: 10/29/12    | 11/04/12        | - TWTF - -  |       |                |               |     | 4                 | \$400.00    |     | 0.00          |      |        |            |
| E 9  | 61 | 10/30/12          | 11/02/12        | M-F 730p-8p<br>M-F 730p-8p                            | CM    | 730p-8p        | - TWTF - -    | :30 | 1                 | \$1,300.00  | 02  | 0.00          | NM   | 1      | \$1,300.00 |
|      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                |               |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |    | Week: 10/29/12    | 11/04/12        | - TWTF - -  |       |                |               |     | 1                 | \$1,300.00  |     | 0.00          |      |        |            |
| E 10 | 61 | 11/03/12          | 11/03/12        | Sa 12p-4p<br>Sa 1p-2p<br>(1:00 PM-2:00 PM)            | CM    | 1p-2p          | - - - - - 1 - | :30 | 1                 | \$300.00    | 02  | 0.00          | NM   | 1      | \$300.00   |
|      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                |               |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |    | Week: 10/29/12    | 11/04/12        | - - - - - 1 -   |       |                |               |     | 1                 | \$300.00    |     | 0.00          |      |        |            |
| E 11 | 61 | 11/04/12          | 11/04/12        | Su 10p-11p<br>Su 10p-11p                              | CM    | 10p-11p        | - - - - - 1   | :30 | 1                 | \$1,500.00  | 02  | 0.00          | NM   | 1      | \$1,500.00 |
|      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                |               |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |    | Week: 10/29/12    | 11/04/12        | - - - - - 1   |       |                |               |     | 1                 | \$1,500.00  |     | 0.00          |      |        |            |
| E 12 | 61 | 11/01/12          | 11/01/12        | Thur Prime Rotator<br>X-Factor                        | CM    | 8p-10p         | - - - 1 - - - | :30 | 1                 | \$6,000.00  | 02  | 0.00          | NM   | 1      | \$6,000.00 |
|      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                |               |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |    | Week: 10/29/12    | 11/04/12        | - - - 1 - - -   |       |                |               |     | 1                 | \$6,000.00  |     | 0.00          |      |        |            |
| E 13 | 61 | 10/31/12          | 10/31/12        | Wed Prime Rotator<br>X-Factor                         | CM    | 8p-10p         | - - 1 - - - - | :30 | 1                 | \$6,000.00  | 02  | 0.00          | NM   | 1      | \$6,000.00 |
|      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                |               |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |    | Week: 10/29/12    | 11/04/12        | - - 1 - - - -   |       |                |               |     | 1                 | \$6,000.00  |     | 0.00          |      |        |            |
| E 14 | 61 | 11/05/12          | 11/05/12        | M-F 1p-2p<br>M-F 1p-2p                                | CM    | 1p-2p          | 1 - - - - -   | :30 | 1                 | \$200.00    | 02  | 0.00          | NM   | 1      | \$200.00   |
|      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                |               |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |    | Week: 11/05/12    | 11/11/12        | 1 - - - - -   |       |                |               |     | 1                 | \$200.00    |     | 0.00          |      |        |            |
| E 15 | 61 | 11/05/12          | 11/05/12        | M-F News at Ten<br>News at Ten<br>(10:00 PM-10:30 PM) | CM    | 10p-1030p      | 1 - - - - -   | :30 | 1                 | \$1,800.00  | 02  | 0.00          | NM   | 1      | \$1,800.00 |
|      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                |               |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |    | Week: 11/05/12    | 11/11/12        | 1 - - - - -   |       |                |               |     | 1                 | \$1,800.00  |     | 0.00          |      |        |            |
| E 16 | 61 | 11/05/12          | 11/05/12        | M-F 12p-1p<br>M-F 12p-1p                              | CM    | 12p-1p         | 1 - - - - -   | :30 | 1                 | \$200.00    | 02  | 0.00          | NM   | 1      | \$200.00   |
|      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                |               |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |    | Week: 11/05/12    | 11/11/12        | 1 - - - - -   |       |                |               |     | 1                 | \$200.00    |     | 0.00          |      |        |            |
| E 17 | 61 | 11/05/12          | 11/05/12        | M-F 3p-4p<br>M-F 3p-4p                                | CM    | 3p-4p          | 1 - - - - -   | :30 | 1                 | \$300.00    | 02  | 0.00          | NM   | 1      | \$300.00   |
|      |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       |                |               |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |    | Week: 11/05/12    | 11/11/12        | 1 - - - - -   |       |                |               |     | 1                 | \$300.00    |     | 0.00          |      |        |            |



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Print Date: 10/24/12

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Contract / Revision     **401403**     Flight Dates **10/30/12-11/06/12**Hiatus DatesOriginal Date / Revision   10/24/12/   10/24/12Order Sep   00:15:00Advertiser   **Senate Majority PAC**Product **SENATE MAJORITY PAC**Estimate #   **2181**

|        |    |                   |                 |                            |       |                |        |     |                   |             |     |               |      | Totals |             |
|--------|----|-------------------|-----------------|----------------------------|-------|----------------|--------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| Ln     | Ch | Start             | End             | Inventory Code             | Break | Start/End Time | Days   | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots  | Amount      |
| E 17   | 61 | 11/05/12          | 11/05/12        | M-F 3p-4p<br>M-F 3p-4p     | CM    | 3p-4p          | 1----- | :30 | 1                 | \$300.00    | 02  | 0.00          | NM   | 1      | \$300.00    |
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       |                |        |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week:  |    | 11/05/12          | 11/11/12        | 1-----                     |       |                |        |     | 1                 | \$300.00    |     | 0.00          |      |        |             |
| E 18   | 61 | 11/05/12          | 11/05/12        | M-F 6p-630p<br>M-F 6p-630p | CM    | 6p-630p        | 1----- | :30 | 1                 | \$650.00    | 02  | 0.00          | NM   | 1      | \$650.00    |
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       |                |        |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week:  |    | 11/05/12          | 11/11/12        | 1-----                     |       |                |        |     | 1                 | \$650.00    |     | 0.00          |      |        |             |
| E 19   | 61 | 11/05/12          | 11/05/12        | M-F 7a-8a<br>M-F 7a-8a     | CM    | 7a-8a          | 1----- | :30 | 1                 | \$400.00    | 02  | 0.00          | NM   | 1      | \$400.00    |
|        |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       |                |        |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week:  |    | 11/05/12          | 11/11/12        | 1-----                     |       |                |        |     | 1                 | \$400.00    |     | 0.00          |      |        |             |
| Totals |    |                   |                 |                            |       |                |        |     |                   |             |     |               |      | 37     | \$34,275.00 |